



# Coverage to Care Partner Webinar: Updated Resources for Understanding Health Coverage

July 27, 2022



# Agenda

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- Overview of CMS OMH and C2C
- Overview of C2C Relaunch
- C2C Materials Update
- How to Use C2C Resources
- How to Get Involved
- Q&A



# CMS Office of Minority Health

## Mission

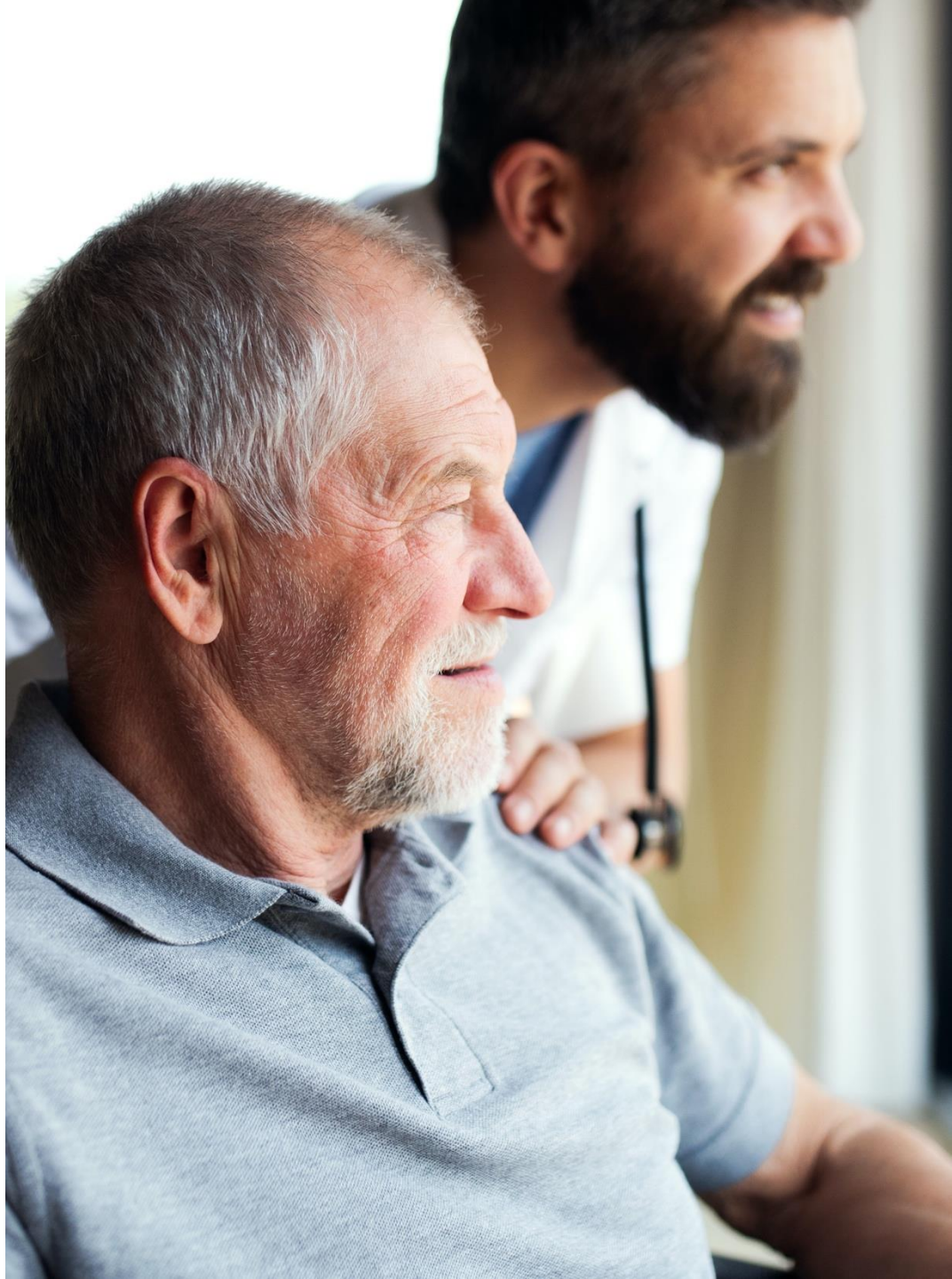
CMS OMH will lead the advancement and integration of health equity in the development, evaluation, and implementation of CMS's policies, programs, and partnerships.

## Vision

All those served by CMS have achieved their highest level of health and well-being, and we have eliminated disparities in health care quality and access.







# Coverage to Care (C2C)

## What is C2C?

C2C aims to help individuals understand their health coverage and connect to primary care and the preventive services that are right for them, so they can live a long and healthy life.

# Overview of C2C Relaunch



# Relaunch Objectives

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## The C2C relaunch seeks to:

- Improve consumers' understanding of health coverage and health services
- Help consumers connect to primary and preventive care to ultimately improve their health
- Give partners the tools they need to customize their health literacy efforts
- Increase awareness of C2C to encourage use and sharing of C2C resources

# Relaunch Activities

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**CMS OMH will meet objectives through the following activities:**

- Materials development
- Partner engagement and stakeholder outreach
- Research and metrics
- Relaunch event
- Digital media

# C2C Materials Update



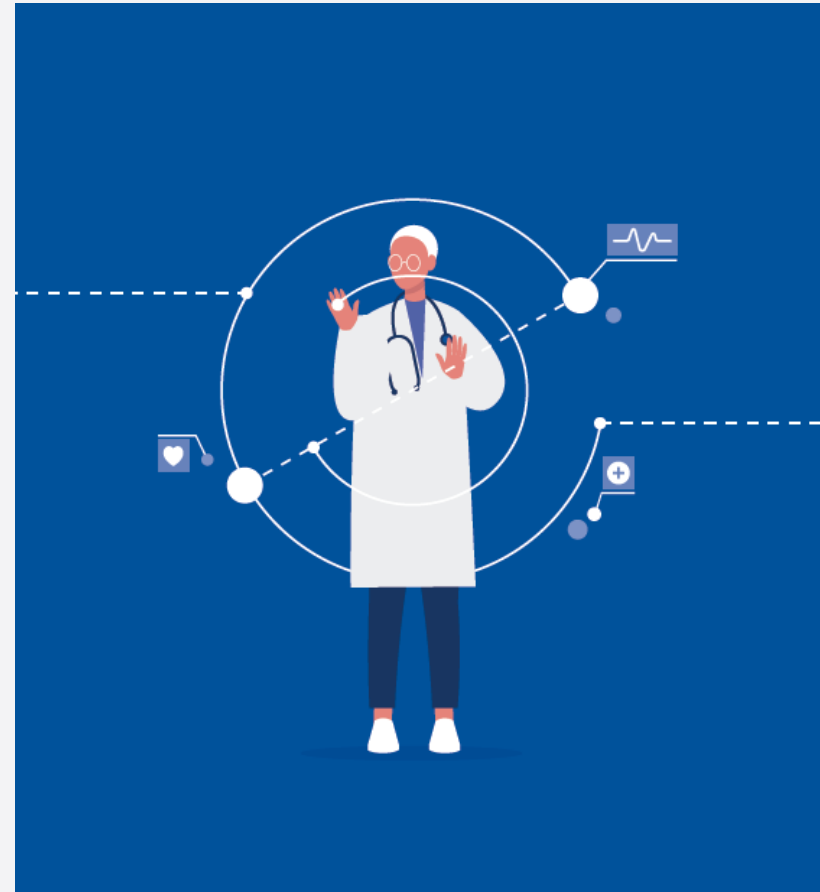


# Materials Updates

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**Revisions to the Roadmaps and other existing materials focused on updates and improvements to:**

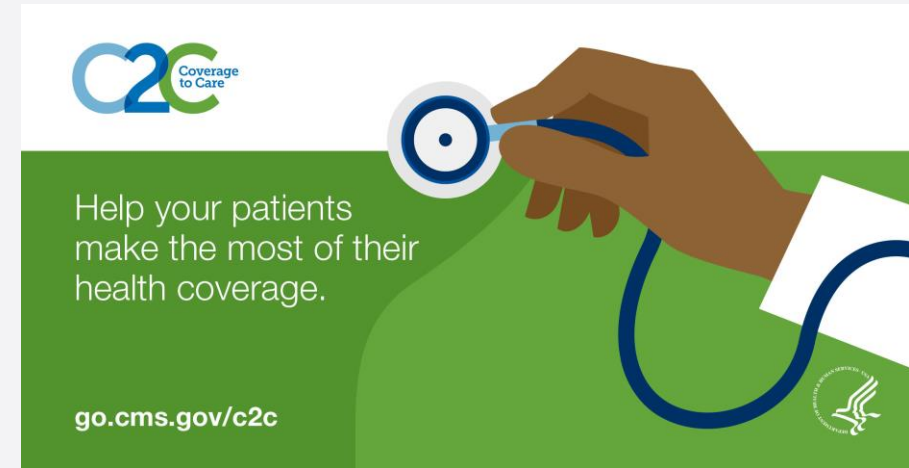
- Content
- Design
- User experience



# Content

## Content updates include:

- Addressing relevant and timely topics.
- Using keyword analysis to ensure popular keywords are included throughout content to improve SEO efforts.
- Using research and partner input to determine where content needs refreshing.



# Design

## Design updates include:

- Adhering to the C2C visual style guide to provide a modernized identity.
- Using visuals to display and depict important messages.



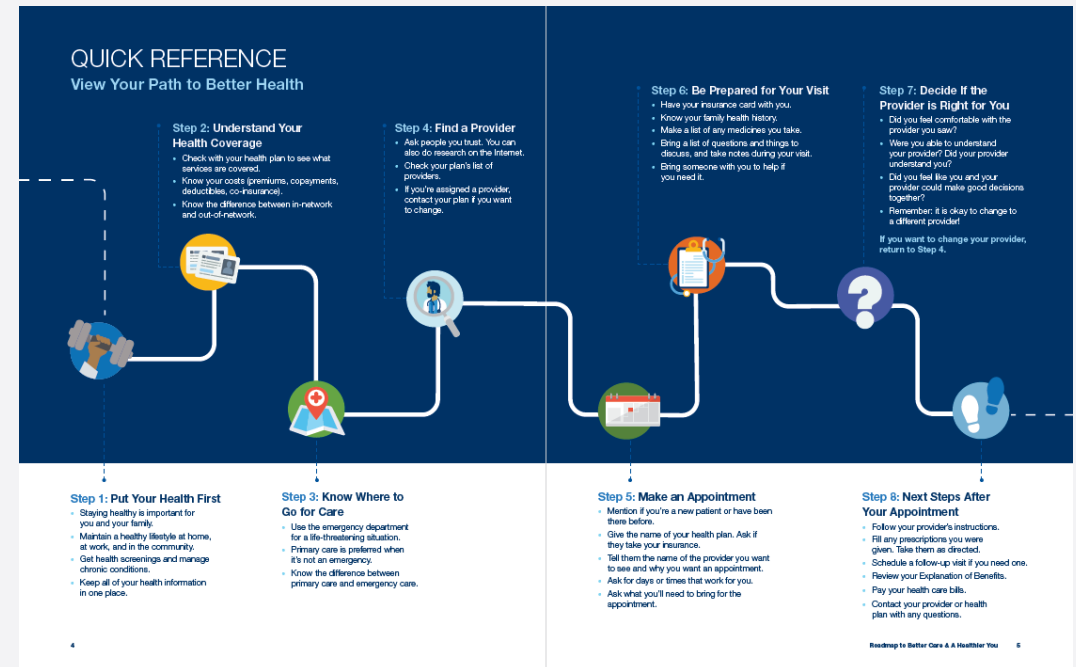
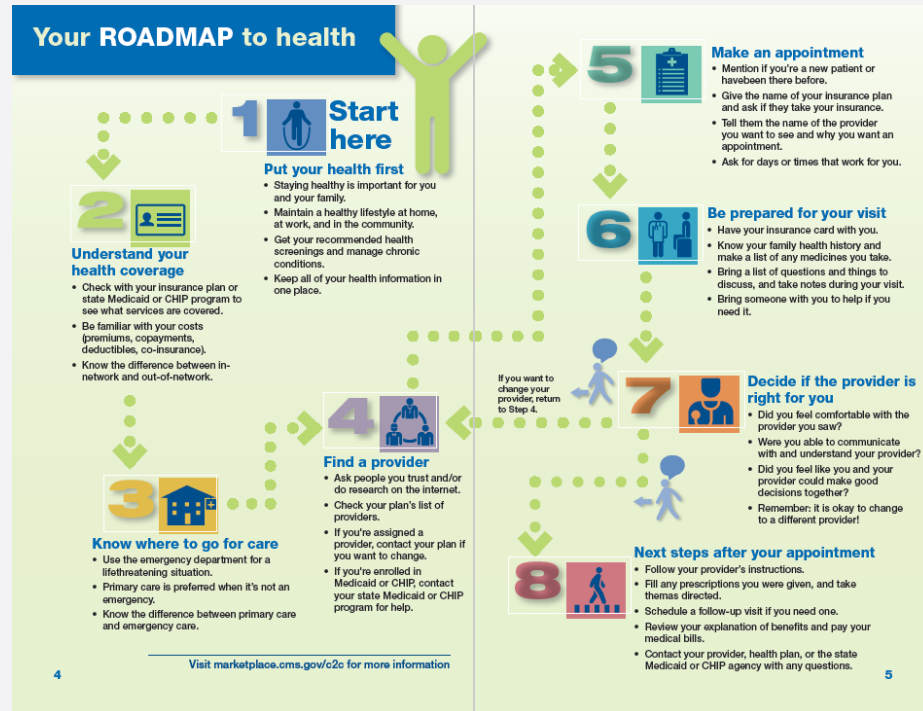
# User Experience

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## User experience updates include:

- Interactive elements to create visually rich resources that capture audiences' attention.
- Customizable resources to help partners tailor not only C2C messages but also resources themselves.
- Expanded accessibility, translations, and cultural appropriateness of consumer-facing materials.

# Roadmap to Better Care





# Roadmap to Better Care

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- Explains what health coverage is and how to use it to get primary care and preventive services.
- Includes 8 steps for better care:
  1. Put your health first
  2. Understand your health coverage
  3. Know where to go for care
  4. Find a provider
  5. Make an appointment
  6. Be prepared for your visit
  7. Decide if the provider is right for you
  8. Next steps after your appointment
- Resource also includes information about Explanation of Benefits, a sample insurance card, and the differences between a provider's office and the emergency department.
- Updated version is now available in [English](#) and [Spanish](#).

# Roadmap to Behavioral Health

A ROADMAP  
TO BEHAVIORAL  
HEALTH

A Guide to Using Mental  
Health and Substance  
Use Disorder Services

QUICK REFERENCE

ROADMAP STEP #		PAGE
1	Understand your behavioral health	7
2	Learn about health insurance	10
3	Where to go for help and treatment	11
4	Find a behavioral health provider	12
5	Make an appointment with a behavioral health provider	14
6	Prepare for your appointment	15
7	Decide if the behavioral health provider is right for you	16
8	Next steps to stay healthy on the road to recovery	17
	Glossary	18
	Additional Resources	20
	Tools	22

ROADMAP TO  
BEHAVIORAL HEALTH

Guide to Mental Health and  
Substance Use Disorder Services

HOW TO USE THIS GUIDE

Use this guide with the [Roadmap to Better Care](#) to understand how to use your coverage to improve your mental and physical health. This guide adds to the 8 steps of the Roadmap to Better Care to give important information about behavioral health.

Meet Maria

To demonstrate how you can use this Roadmap, our fictional story, "Maria's Story," gives an example to help you understand how you can use your health coverage in a real-life experience to address a behavioral health condition.

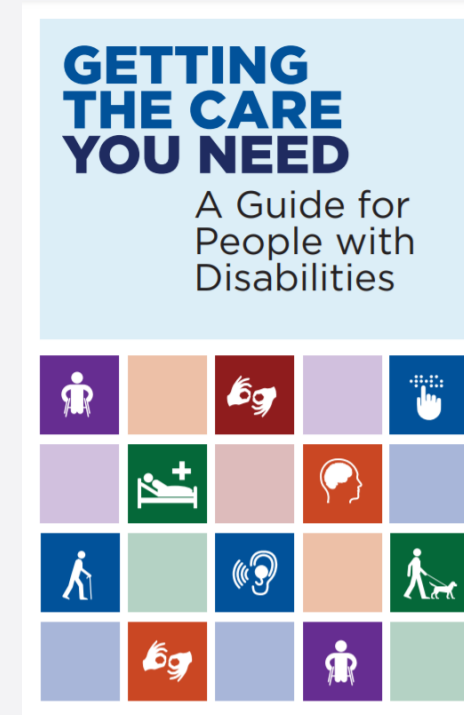
# Roadmap to Behavioral Health

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- This guide adds to the 8 steps of the *Roadmap to Better Care* to give important information about behavioral health.
- Intended to be used in conjunction with the *Roadmap to Better Care* to better understand how to use health coverage to improve mental *and* physical health.
- Updated version is now available in [English](#) and [Spanish](#).

# Getting the Care You Need: Guide for People with Disabilities

- Developed as part of CMS OMH's strategy to foster innovation by providing tools and resources to empower patients.
- This tool walks through important steps in advocating for oneself while seeking care.
- Updated version is now available in [English](#) and [Spanish](#).



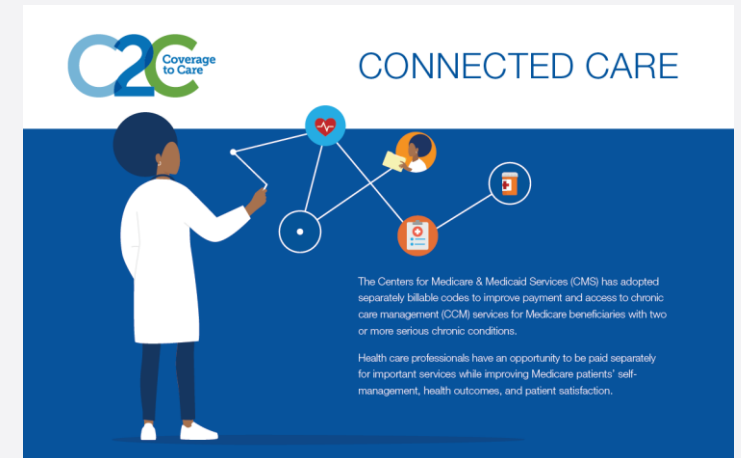
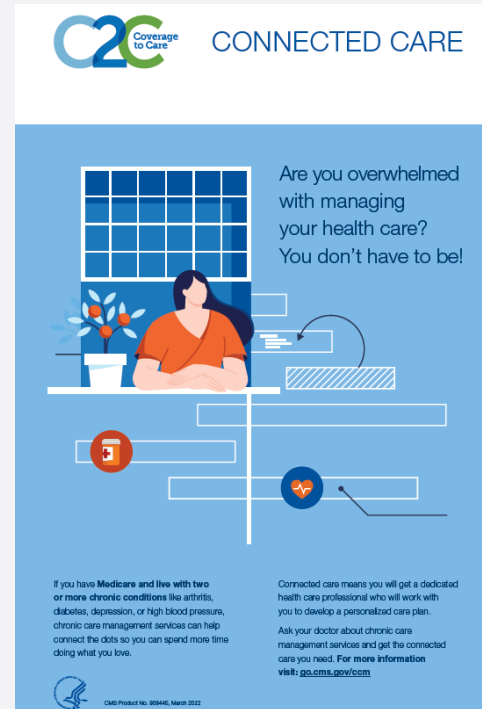
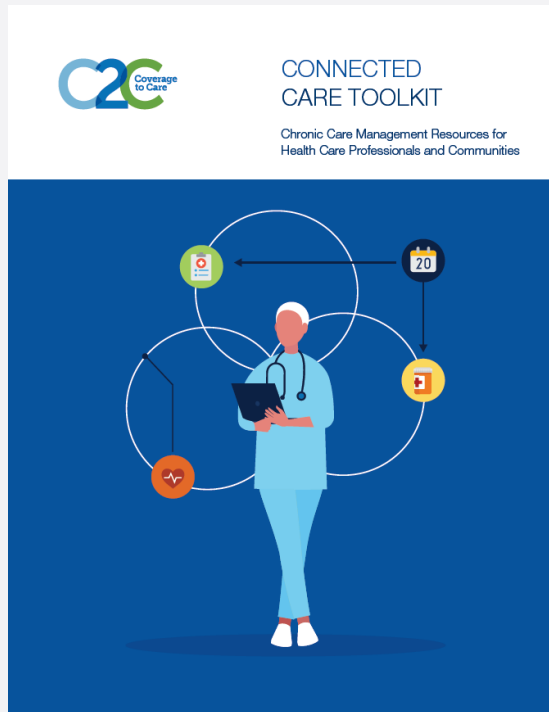
# Managing Diabetes: Medicare Coverage & Resources

- Provides 10 steps and important information about how to care for patients with diabetes and how to manage the condition.
- Updated version is now available in [English](#) and [Spanish](#).





# Connected Care: Chronic Care Management Resources



# Connected Care: Chronic Care Management Resources

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- Through the Connected Care campaign, CMS OMH and the Federal Office of Rural Health Policy at the Health Resources & Services Administration raise awareness of the benefits of chronic care management (CCM) for patients with multiple chronic conditions and provide health care professionals with resources to implement CCM into their practices.
- Resources include the CCM toolkit, poster, patient postcard, and provider postcard. Below are links to each updated material and the currently available languages:
  - Toolkit ([English](#))
  - Provider postcard ([English](#))
  - Poster for patients ([English](#) and [Spanish](#))
  - Patient postcard ([English](#), [Arabic](#), [Chinese](#), [Haitian Creole](#), [Korean](#), [Russian](#), [Spanish](#), [Vietnamese](#))

# Prevention Resources: Flyers and Tabloid

- Provide information on how to take advantage of preventive services that are available at no cost under most health coverage.
- The prevention flyers are tailored for women, men, and parents and guardians of teens, children, and infants.
- Updated versions of each resource are now available in English and Spanish and can be found on our [C2C Prevention Resources webpage](#).



# My Health Coverage At-a-Glance

- My Health Coverage At-a-Glance allows you to work with patients to create a customized guide to their health coverage.
- This tool helps consumers better understand their plan, what they pay for health care, and where to go – all on one page.
- Updated version is now available in [English](#) and [Spanish](#).

**My Health Coverage at-a-Glance**

**Plan Information**

Plan name  Group number  Member ID number   
Website  Phone number  Other

**Know what you pay for care**

**Premium**  
The payment you make to a health insurance company or plan for your coverage. This is usually paid each month to keep your coverage.  
Cost  \$ or n/a per month/year/etc.

**Deductible**  
The amount you pay for health care services before your health plan begins to pay.  
Cost  \$ or n/a  
Services I can get before I meet my deductible. This includes preventive services, like flu shot, pap test, and colorectal cancer test, etc.

**Copayment (Copay)**  
A set amount you pay for a medical service or supply. There may be different costs for a doctor's visit, hospital outpatient visit, or prescription.  
Primary care copay  \$ or n/a Specialist copay  \$ or n/a  
Prescription  \$ or n/a Hospital copay  \$ or n/a

**Coinsurance**  
A portion you pay as your share of the cost for services after you pay any deductibles.  
Primary coinsurance  \$ or n/a Specialist coinsurance  \$ or n/a  
Prescription coinsurance  \$ or n/a Hospital coinsurance  \$ or n/a

**Out-of-pocket maximum**  
The most you pay before your plan starts to pay 100% for covered services in a plan year.  
Out-of-pocket maximum  \$ or n/a  
Enter current maximum and note if it includes deductible and other costs.

**Preventive services**  
Routine health care screenings, check-ups, and vaccines. For example, flu shots, depression screenings, and blood pressure tests.  
Cost  \$ or n/a  
\$0 (for most plans, adjust if needed)

**MY HEALTH COVERAGE AT-A-GLANCE**

**PLAN INFORMATION:**

Plan name  Group number  Member ID number   
Website  Phone number  Other

**KNOW WHAT YOU PAY FOR CARE:**

**PREMIUM:** The payment you make to a health insurance company or plan for your coverage. This is usually paid each month to keep your coverage.  
Cost

**DEDUCTIBLE:** The amount you pay for health care services before your health plan begins to pay.  
Cost   
Services I can get before I meet my deductible. This includes preventive services, like flu shot, pap test, and colorectal cancer test, etc.

**COPAYMENT (COPAY):** A set amount you pay for a medical service or supply. There may be different costs for a doctor's visit, hospital outpatient visit, or prescription.  
Primary care copay  Specialist copay   
Prescription copay  Hospital copay

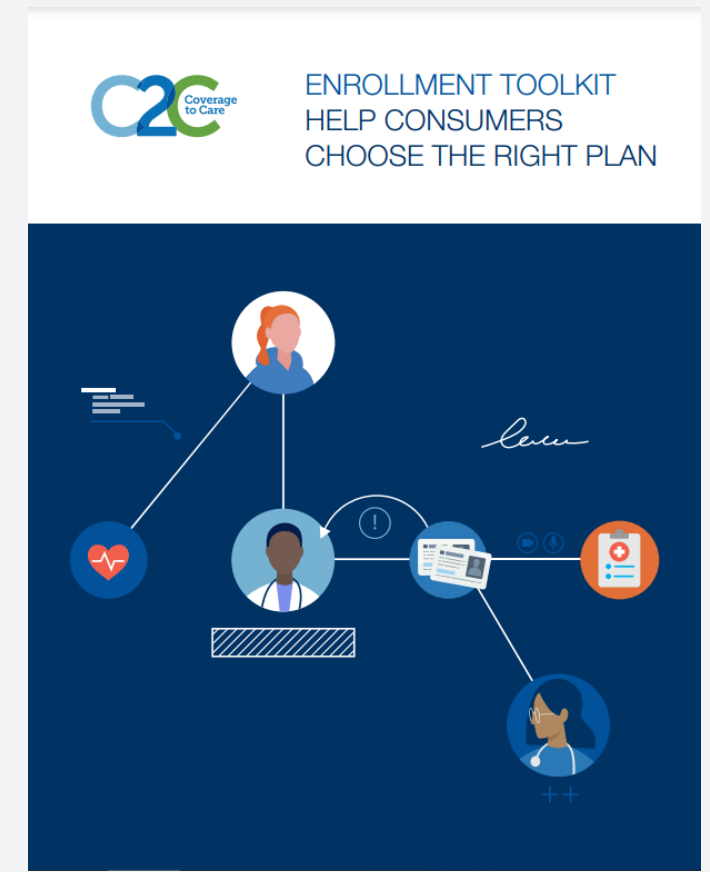
**COINSURANCE:** A portion you pay as your share of the cost for services after you pay any deductibles.  
Primary coinsurance  Specialist coinsurance   
Prescription coinsurance  Hospital coinsurance

**OUT-OF-POCKET MAXIMUM:** The most you pay before your plan starts to pay 100% for covered services in a plan year.  
Out-of-pocket maximum   
Enter current maximum and note if it includes deductible and other costs.

**PREVENTIVE SERVICES:** Routine health care screenings, check-ups, and vaccines. For example, flu shots, depression screenings, and blood pressure tests.  
Cost   
\$0 (for most plans, adjust if needed)

# Enrollment Toolkit

- This helpful toolkit is for community partners, assisters, and other people who help consumers enroll in coverage or change their plan.
- This resource helps consumers choose the plan that meets their needs and understand how to use their coverage to get the care they need.
- Currently available in [English](#) - Spanish version coming soon!





# Using C2C Resources



# Where to Begin?

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**Start the Conversation.** Use the Roadmap to Better Care as a tool to help people understand their new coverage and understand the importance of getting the right preventive services.

**Help Consumers Understand.** The Roadmap to Better Care has a lot of information for consumers. You can help them use it as a resource to refer back to as they journey to better health and wellbeing.

**Personalize It.** You know your community. Consider adding local resources and information.

# How to Get Involved?

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**There are many ways to get involved!**

- Become a C2C partner
- Order and share C2C resources, free of charge to you and your organization
- Plan an event in your community
- Subscribe to the C2C listserv
- Send stories to [coveragetocare@cms.hhs.gov](mailto:coveragetocare@cms.hhs.gov)

# How to Order Resources?

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**C2C resources are available to download and order.**

- Order printed copies and have them shipped at no cost to your organization or directly to you from the [CMS product warehouse](#).
- Many resources are available in English, Arabic, Chinese, Haitian Creole, Korean, Russian, Spanish, and Vietnamese. Ukrainian versions for select resources will be available soon.
- Resources for Tribal audiences are also available at [go.cms.gov/c2c](https://go.cms.gov/c2c).

# How to Stay Updated?

**Sign up for emails today!**

- Become part of our network by subscribing to the C2C listserv: <http://bit.ly/CMSOMH>



**Centers for Medicare & Medicaid Services**  
[www.cms.gov](http://www.cms.gov)   [www.medicaid.gov](http://www.medicaid.gov)   [www.medicare.gov](http://www.medicare.gov)

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# Q&A



# Thank You!

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Visit our website:

[go.cms.gov/c2c](http://go.cms.gov/c2c)

Contact us:

[CoverageToCare@cms.hhs.gov](mailto:CoverageToCare@cms.hhs.gov)

C2C Listserv:

<http://bit.ly/CMSOMH>